

EXPRESS MAIL LABEL NO.: EV343425955US

COMPETITIVE PRODUCT PRICING USING SIMULATED ORDERS

ABSTRACT OF THE DISCLOSURE

A system, method and computer readable medium for pricing products
5 and/or services on a web site is disclosed. The method on a web site includes
offering a product and/or service for sale on a first web site, wherein the product
and/or service is available for purchase in a plurality of configurations. The
method further includes determining on a second web site a price for each of the
10 plurality of configurations of the product and/or service and calculating a price for
each of the plurality of configurations of the product and/or service based on the
prices determined from the second web site and at least one price factor. The
method further includes offering each of the plurality of configurations of the
product and/or service for sale on the first web site for the calculated prices.

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